



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

Board of Directors Regular Meeting Minutes

Wednesday, September 12, 2018, 1:00 p.m.
Town Hall Board Room, 170 MacGregor Ave

Board Members Attending: Sean Jurgens, Deborah Gibson, Stefano Tomasello and Pat Murphy

Board Members Absent: Lowell Richardson

Also Attending: Nic Wackerly, Heidi Scanlan, Jon Nicholas and Trustee Ken Zornes

Shannon Davis, Interim CEO, Visit Estes Park
Kevin Benes, CFO, Visit Estes Park
Wendi Bryson, Office Manager, Visit Estes Park

The meeting was called to order by Chair Sean Jurgens at approximately 1:00 pm.

PUBLIC COMMENT.

Jon Nicholas shared that he felt VEP was critical to Estes Park's economic success, and invited the Board to come to the EDC Board Meetings. He shared that he was happy with the direction VEP was moving in, and that Davis was working with the EDC to find new ways to partner to support local businesses.

REPORTS.

Zornes gave an update from the Town Board meeting including that the Town Board was discussing appointing two Trustees to fill the vacant seats on the VEP Board. He shared that Commissioner Donnelly was very complimentary of Visit Estes Park at the meeting and stated the organization was running beautifully.

CHAIRPERSON'S MESSAGE.

Jurgens gave an overview of the primary actions items on the agenda and asked for a motion to approve. Gibson moved to approve the agenda as presented, Tomasello seconded. With no further comment, the motion passed unanimously.

PRESIDENT & CEO.

Davis gave an update on PR efforts in addition to his written report. Jurgens asked about the audit review and Benes explained that the review on Sept. 28 was separate from the board meeting.

POLICY DEVELOPMENT.

1. Davis gave a presentation on the initial 2019 Operating Plan to the board and explained the reasoning and thought behind the move to more digital marketing over traditional. Jurgens asked Trustee Zornes if he could share his copy of the plan with the rest of the Town Board and let us know if they had any feedback.
2. Benes went over the reason for the new policy and what it covered. Jurgens moved to approve Policy 26 – Accounts Receivables Processing, Gibson seconded. With no further comment, the motion passed unanimously.
3. Gibson went over the background between the operating plan and Sandy Hall from the previous year. She gave highlights of the proposal from Sandy Hall to consult on the 2019 operating plan and to

initiate a new strategic planning that would bring governing entities and stakeholders into the process at the very beginning. Jurgens questioned if she would be able to help with the operating plan in time, and Gibson thought she would. Jurgens asked that the operating portion be moved up on the schedule of work. Gibson agreed that she would talk to Ms. Hall to get that moved up. Jurgens moved to accept the Visit Estes Park Strategic Objectives Proposal by Sandy Hall Consulting, Murphy seconded. With no further comment, the motion passed unanimously.

CONSENT AGENDA.

Gibson moved to approve the minutes, Murphy seconded. With no further comment, the motion passed unanimously.

COMMITTEE REPORTS.

Gibson shared how she heard about Searchwide Global and their background in the DMO industry. She explained the process they SearchWide uses and how it could potentially impact the quality of candidates the second time around. She explained that since part of SearchWide's process was to interview community leaders, stakeholders, staff and the board that she felt this was a good option for the board to pursue. Jurgens agreed that it looked like a good option but that they were pretty pricey. Gibson explained the fee structure included in the proposal. Tomasello asked how the cost compared to what was paid to Employers Council. Benes explained that just under \$20,000 was paid to Employers Council, but he did not have the exact figure. He continued on to explain that there were funds available in 2018 to cover the cost of the proposal since the organization has been understaffed all year, but if they want to do it in 2019 then an adjustment would need to be made on the proposed budget. Gibson expressed concern about waiting until November to start the process and how the holidays will affect the timeline. Jurgens asked if the board was comfortable voting or if they would like to have a presentation in a couple of weeks. Tomasello shared that he would like to know more before he felt comfortable voting to move forward. Jurgens agreed that was a good idea due to the cost involved.

BOARD COMMENTS.

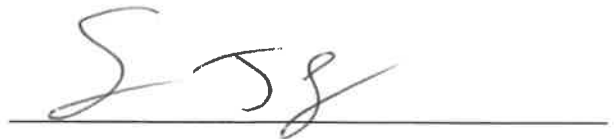
None

ADJOURN.

Jurgens adjourned the meeting at approximately 2:00pm.



Wendi Bryson, Recording Secretary



Sean Jurgens, Chair

DATE: 9/26/18

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